

FINAL REPORT

THE IMPLEMENTATION OF SAPTA PESONA IN KAMPUNG KAPITAN AT 7 ULU PALEMBANG



**This Final report is written as one of the requirements to finish Diploma III Program
at English Department**

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**STATE POLYTECHNIC OF SRIWIJAYA
PALEMBANG
2014**

APPROVAL SHEET

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ACKNOWLEDGEMENT

During writing this final report, the writer gets much assistances, advice, and support from the people around. Therefore, in this extraordinary opportunity, the writer would like to express the warmest thanks to:

1. R.D. Kusumanto, S.T., M.M. as the Director of State Polytechnic of Sriwijaya.
2. Dra. Tiur Simanjuntak, M.Ed.M. as The Head of English Department.
3. Munaja Rahma, S.Pd., M.Pd. as the secretary of English Department.
4. The advisor Dra. Risnawati, M.Pd. and Dra. Risa, M.Pd. for giving many advices, knowledge, and supports in writing this final report.
5. All of lectures of English Department who educated sincerely.
6. Lovely Mami (Ratna Dewi), Ayah (Arif Yudianto), and little brother (M. Rafli Yudianto) who always prays, give support, advice, and attention in any condition.
7. Friends in English Department 2014, thanks for the experience and togetherness.
8. My best chetta, thanks for the support.
9. All people who had given any help that could not mentioned one by one.

“You just need to believe with what you believe”

IDR

--- Dedicated to Allah SWT; Mami, Ayah, little brother, and all friends ---

(Fatrin, 2014)

PREFACE

First of all, the writer would like to perform the gratitude to Allah SWT for giving the outstanding mercy and blessing for the writer in finishing this final report on time. Besides, the writer also would like to thank to the advisors, Dra. Risnawati, M.Pd and Dra. Risa, M.Pd who gave the guidance in finishing this final report. This report was written to fulfill the final report subject at English Department of Sriwijaya State Polytechnic with the title “The Implementation of Sapta Pesona in Kampung Kapitan at 7 Ulu Palembang.”

The writer realizes this final report is still far from being perfect because of limitation of sources, time, and knowledge. Therefore, comments and suggestion from whole sources are needed. The writer really expects that this report can be useful, give information, and enlarge the knowledge about the implementation of Sapta Pesona in tourism objects for readers especially for students of English Department.

Palembang, July 2014

The Writer

ABSTRACT

The Implementation of Sapta Pesona in Kampung Kapitan at 7 Ulu Palembang

(Indira Aprilia Fatrin, 28 pages, 6 tables, 6 pictures)

This final report discusses about the implementation of Sapta Pesona. The purpose of this study is to know if Sapta Pesona has been implemented in Kampung Kapitan tourism object at 7 Ulu Palembang. This study used the qualitative descriptive method. The data was collected through observation, interview and questionnaire. The result of this study is the implementation of Sapta Pesona was not well implemented by Kampung Kapitan. Kampung Kapitan only fulfills three of seven elements of Sapta Pesona: security, hospitality, and order. The other elements; cleanliness, coolness, beauty, and memories; were still far from enough because Kampung Kapitan was managed personally by Captain Tjoa's family and government did not give much contribution.

Key words: Implementation, Sapta Pesona, Kampung Kapitan, Tourism Objects.

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